

Is Library User Privacy still Paramount in the 2.0 Era?

(spoiler: yes, it is, but it gets complicated)



Image: Faust, Ray Lingo, 1998

Michael Zimmer, PhD

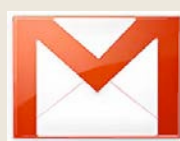
School of Information Studies
Center for Information Policy Research
University of Wisconsin-Milwaukee

Conversations on Morality, Politics, and Society
The Ohio State University

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Libraries in the 2.0 Era

- Libraries are at a crossroads
 - Services are being replicated by Web-based, socially-oriented information systems
 - Traditional role/authority challenged by algorithms and peer-based information systems
 - Patrons live in technologically-mediated, socially-integrated, data-saturated information spheres



Libraries in the 2.0 Era

- What, then, is the role of the library for providing access to information in today's digitally networked world?



Library 2.0

- Rooted in ideology of Web 2.0
 - Encourages interaction, participation, collaboration, personalization, socialization
 - Data-rich, dynamic, expressive, relevant
- Library 2.0 attempts to bring the ideology of Web 2.0 into the sphere of the library
 - Give users participatory role, personalize
 - Interactive, collaborative, social
 - Leverage big data

Library 2.0 - Examples

- Synchronous messaging & chat
- Blogs, wikis, and comment platforms to encourage communication & interaction
- Personalized and/or crowd-sourced tagging and organization
- Ratings systems, discussion forums
- Interfacing with social media platforms for communication and service delivery
- Dynamic and personalized recommendation systems

Library 2.0 - Infrastructures

COLLECTIONS BUILD CONNECTIONS



your



data, circulation and cataloguing
rules, branding, content
enhancement providers, and
feature configuration references



our



connectors, code, servers,
security, upgrades,
updates, support, and APIs



a global
community



of bookworms, movie mavens,
searchers and explorers ...
contributing ratings, reviews,
lists, and recommendations

Library 2.0 - Infrastructures



What's LibraryCloud?

It's a metadata server. It gathers up metadata - information about information - from libraries, museums, and other participating institutions, and makes that metadata available to any application that wants to use it.

Libraries in the 2.0 Era

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Faustian Bargain

Anyone who has studied the history of technology knows that technological change is always a Faustian bargain:

Technology giveth and technology taketh away, and not always in equal measure.

A new technology sometimes creates more than it destroys. Sometimes, it destroys more than it creates. But it is never one-sided.

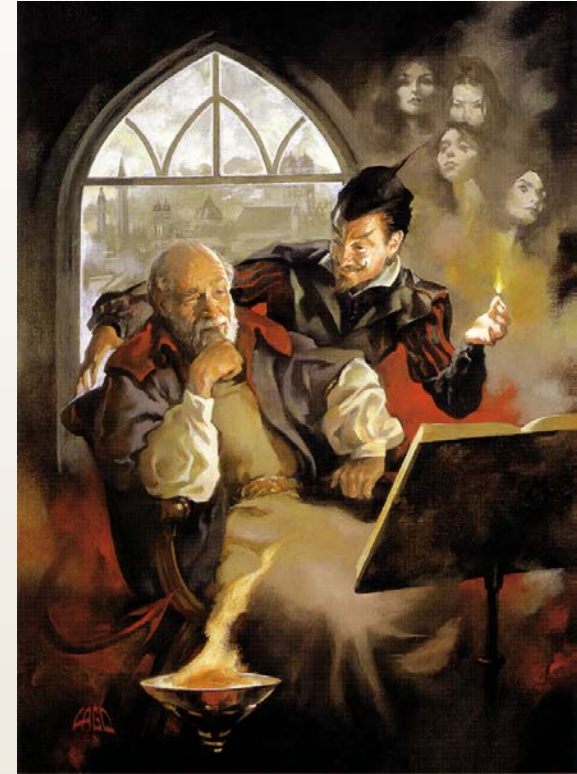


Image: *Faust*, Ray Largo, 1998

Neil Postman (1990). “Informing Ourselves to Death”
Talk given at the German Informatics Society

Web 2.0 & Personal Data Flows

- Inherent in Web 2.0 evangelism is an overall faith in the logic of the platform
 - We are increasingly compelled to give up our personal information to the Web
- We allow various services, platforms, and communities to capture, process, and mashup our information flows to make them more useful, more social, and (hopefully) more meaningful

Library 2.0 & Personal Data Flows

- **Personalization** requires the capture and storage of personal information, interests, etc

The screenshot displays the Drexel University Libraries website with a personalized user interface. At the top, the header includes the Drexel University Libraries logo, navigation buttons for 'Libraries Home', 'Health Sciences', 'Research', 'Services', and 'Get Help', and the Drexel University logo. Below the header is a banner image showing students in a library setting. The main navigation bar includes 'My Personal Library', 'Logged in as studentacct (Log out)', a search bar with the text 'Find books, journals, DVDs...', a 'Books & More' dropdown, and a 'Search' button. A 'Favorite this Page' button is also present.

The left sidebar contains an 'Account' section with links for 'What is this? Tutorial', 'Renew Items', 'Check fines', 'My Favorites', 'Recommendations', and 'Give Us Feedback'. Below this is a 'Quick Search' section with a search input field, a 'Books & More' dropdown, and a 'Search' button.

The main content area features a green banner that says 'Welcome, John Smith!'. Below this is an orange box titled 'What is this thing?' with the text 'What is this? It's your My Personal Library dashboard!' and a link to 'Click here to view the tutorial!'. To the right of this is a blue box titled 'LIBRARY CHAT is available' with a green play button icon.

Below the orange box is a 'Narrow Your Search!' section with a catalog image and text: 'Does your catalog search bring back 500 book titles? Don't read them all. Try the advanced search and narrow your results to just what you need.' Below this is a 'Catalog Quick Tip' box.

At the bottom left is a 'My Favorites' section with a heart icon and the text 'organize and manage saved pages'. At the bottom right is a 'My Account' section showing 'Fines owed: none (Check on this.)', 'Books checked out: 0 (See all)', and 'Due: NA (Renew)'. Below this is a 'Recommendations' section titled 'My Subject Librarian' featuring a photo of Ann Keith Kennedy, her title 'Reference Librarian for Media Arts and Design', her email 'ann.Keith.kennedy@drexel.edu', and her phone number '+1 215-895-2772'.

Library 2.0 & Personal Data Flows

- Use of social networking potentially provides access to patrons' personal information



The screenshot shows the Facebook profile of Ohio State University Libraries. The header includes the Facebook logo, the name "Ohio State University Libraries", and a search icon. The cover photo is a large image of a modern library building at night with many lit windows. The profile picture is a smaller image of a historic stone building with a conical roof. Below the cover photo, the name "Ohio State University Libraries" is displayed, followed by "481 likes · 12 talking about this · 340 were here". To the right are buttons for "Like" and a settings menu. Below this, there is a "College & University" category box with a description: "The OSU Libraries includes 13 locations on central campus, 9 special collections and libraries on the university's regional campuses." Below the category box is a link "About - Suggest an Edit". To the right of the category box are four tabs: "Photos" (with a photo of a person at a computer), "Map" (with a map showing locations in Columbus, Dublin, and Gahanna), "Events" (with a photo of the historic building), and "Likes" (with a thumbs-up icon and the number "481").

Ohio State University Libraries

481 likes · 12 talking about this · 340 were here

Like

College & University

The OSU Libraries includes 13 locations on central campus, 9 special collections and libraries on the university's regional campuses.

About - Suggest an Edit

Photos

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481

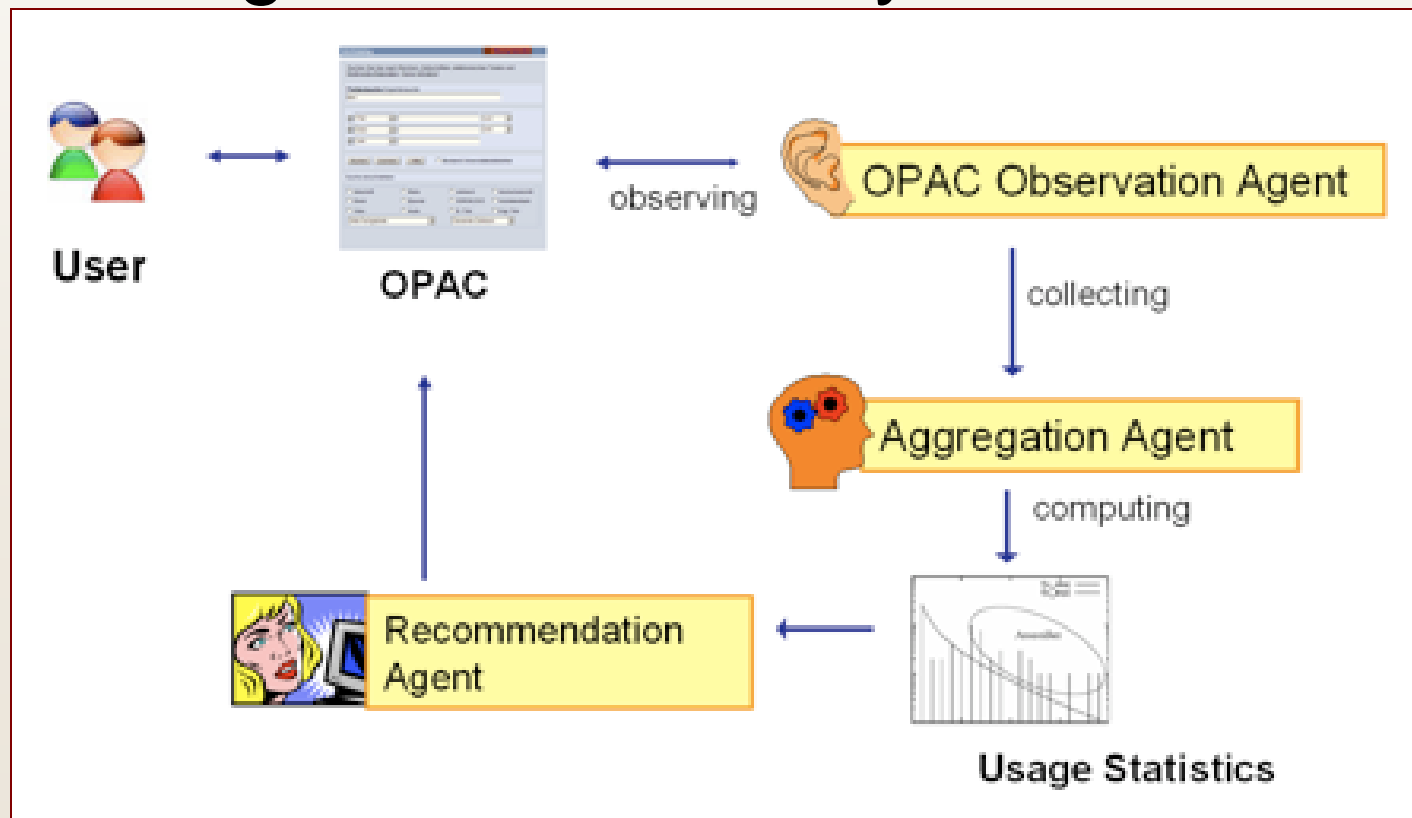
Library 2.0 & Personal Data Flows

- Creation of apps & widgets
 - API platforms typically designed around advertising and the desire for tracking and logging of profile information and usage data

The screenshot shows the AttendIt [beta] web application interface. At the top is a Facebook navigation bar with the 'facebook' logo and icons for friends, messages, and a globe. Below this is a search bar with the placeholder text 'Search' and a magnifying glass icon. To the left of the search bar is a link that says 'change style'. Below the search bar is the 'AttendIt [beta]' logo. Underneath the logo is a text input field and a 'Go' button with a right-pointing arrow. Below the input field are three checkboxes labeled 'NYPL', 'Queens', and 'Brooklyn'. At the bottom of the interface is a footer that reads 'Powered by Homework NYC' and 'SearchIt - AttendIt - ListIt - AskIt'. A blue-bordered box contains instructional text: 'Type in the name or type of event that you would like to attend. If you would only like to find events in one or more boroughs, select that location. Click "Go" or select an event that looks interesting from the drop-down list that appears.'

Library 2.0 & Personal Data Flows

- Recommendation systems requires aggregation of large sets of patron borrowing & OPAC activity





Librarian Ethic

- Rich history of protecting patron privacy and intellectual freedom
 - 1939 “Library’s Bill of Rights”
 - 1971 “Policy on Confidentiality of Library Records”
 - 1980 Amendment to “Code of Ethics”
 - *protect each library user’s right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, or acquired*
 - Historic resistance to collection of data that might aid government surveillance

Faustian Bargain of Library 2.0

- Placing pressure on libraries to sacrifice patron privacy in the name of better services & access

“As serious as privacy concerns may turn out to be, the features of Web 2.0 applications that make them so useful and fun all depend on users sharing private information with the owners of the site, so that it can be processed statistically or shared with others.

...If we value reader privacy to the extent that we always have, I think it's clear that our experiments with Library 2.0 services will have uncomfortable limitations..”

Faustian Bargain of Library 2.0

- Placing pressure on libraries to sacrifice patron privacy in the name of better services & access

The potential of Library 2.0 should lead libraries make use of all available and permitted data in order to help further the interests of their users:

“They will do this because it advances the values core to the mission of libraries, and thus advances the value of libraries in the networked age.”

LibraryCloud developers

Conceptual Muddles

- What is the primary value within the librarian ethic that should drive policy: access or privacy?
 - Resolution of this conceptual problem was simpler when providing library services wasn't intimately tied to retaining patron data.
 - How do we value patron privacy in a Web 2.0 world where information appears to flow freely and willingly?
 - Conceptually, does privacy still matter when it comes into conflict with technologies that could provide new levels of access?

Conceptual Muddles

- Conceptual vagueness regarding patron privacy
 - “[Library 2.0] is probably going to lead many librarians to say that privacy is not as important a consideration as it once was. They will say that the Millennial generation doesn’t have the same expectations of libraries in terms of privacy that older generations do, and that we should simply adjust” (Litwin)
 - “social norms about privacy are obviously changing” (LibraryCloud)

An Acceptable Bargain?

- Should libraries resist Library 2.0?
 - Hold firm in the face of social media trends
 - Resist technologies that might jeopardize patron confidentiality
 - Remain as a “safe harbor” for anonymous intellectual inquiry
- Or, pursue Library 2.0?
 - Collect patron data to personalize services, improve recommendations, enhance patron experience
 - Retreat (a bit) from traditional stance against holding records of patron activity

A Middle Ground

- Pursue Library 2.0, cautiously
 - Ok to move slowly
 - Find ways to collect and share data anonymously
 - Confer with privacy experts
 - Follow best practices



Best Practices for Library 2.0

- Notification, informed consent, recurring opt-in
- Separate (preferably anonymous) Library 2.0 user accounts
- Avoid external data collection via social media or mobile apps
- Minimize use of tracking cookies, web bugs
- Anonymize activity logs (as best you can)
- Never release activity logs; fight subpoenas

A Middle Ground

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- Affirm Role of Library in Protecting Privacy
 - Not retreating from librarian ethics and principles that drive the profession
 - Address the complexities of privacy in 2.0 era
 - Libraries are a point of intervention for privacy

Complexities of Privacy

- Myth: “People don’t care about privacy anymore”
- Myth: “Youth are digital natives”

– “Young-adult Americans have an aspiration for increased privacy even while they participate in an online reality that is optimized to increase their revelation of personal data.”

“How Different are Young Adults from Older Adults When it Comes to Information Privacy Attitudes and Policies?”

Chris Hoofnagle, Jennifer King, Su Li, & Joseph Turow, 2010

Complexities of Privacy

- Myth: “People don’t care about privacy anymore”
- Myth: “Youth are digital natives”
 - To teens, all personal information is not created equal. They say it is very important to understand the context of an information-sharing encounter

“Teens, Privacy and Online Social Networks”
Pew Internet & American Life, 2007

Complexities of Privacy

- Reconceptualizing “privacy” as “contextual integrity” (Nissenbaum)
- As information flows through Library 2.0 systems, the context itself – *information-seeking within a library* – remains unchanged.
 - Thus, the informational norms of that context – *the library* – should be preserved to best protect patron privacy.

Libraries as Point of Intervention

- Librarians (and educators) must build on existing information literacy standards (AASL, ACRL, 21st Century Skills) to ensure youth have “privacy literacy”
- Turn development of Library 2.0 into “teaching moments” regarding the complexities of privacy in a 2.0 era
- Engage with patrons, community, government on issues of privacy & surveillance

FREEDOM FROM
SURVEILLANCE



CHOOSE
PRIVACY

CHOOSEPRIVACYWEEK.ORG

Privacyrevolution.org

BANNED BOOKS WEEK EVENT
SEPTEMBER 22, 2013
6:00pm - 8:00pm
BANNED BOOKS WEEK EVENT

Barbara M. Jones

Office for Intellectual Freedom
Freedom to Read Foundation

CANARIES IN THE COAL MINE:

How Libraries Fight for
**FREE SPEECH,
FREEDOM FROM SURVEILLANCE,
AND DEMOCRATIC VALUES**

ALA Launches Resources for Community Dialogue Around Privacy | ALA 2013

By [Meredith Schwartz](#) on July 1, 2013 [Leave a Comment](#)

The American Library Association has launched a new website, ala.org/liberty, in response to the recent revelations about widespread surveillance by the National Security Agency (NSA). The site offers a toolkit and other [resources](#) for libraries to convene forums and moderate community discussions on privacy. Many more resources will be added in the weeks to come, an ALA representative said.

www.ala.org/liberty

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Resources

- Casey, Michael. 2005. “**Working Towards a Definition of Library 2.0.**” *LibraryCrunch*.
- Casey, Michael, and Laura Savastinuk. 2006. “**Library 2.0: Service for the Next-Generation Library.**” *Library Journal* 131 (14): 40–42.
- Litwin, R. 2006. “**The Central Problem of Library 2.0: Privacy.**” *Library Juice*.
<http://libraryjuicepress.com/blog/?p=68>
- Zimmer, Michael. 2013. **Assessing the treatment of patron privacy in library 2.0 literature.** *Information Technology and Libraries*, 32(2), 29-41.
- Zimmer, Michael. 2013. **Patron privacy in the “2.0” era: Avoiding the Faustian bargain of library 2.0.** *Journal of Information Ethics*, 22(1), 44-59

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